Ministry of Christ Church Colleg
540 North State Road 434, Suite 38
Altamonte Springs, Florida 32714
407-834-8062
www.ministryofchristchurch.org

MS101: Marketing Strategy & Branding
Certificate Course

Let us help you build your Resume Portfolio - because your work deserves to be seen… while you focus on building your skills for service, leadership, and career growth.

Course Description

This course is designed for adult learners who want to learn the modern marketing strategies and the tools businesses use to reach, engage, and retain customers in today's digital environment. Learners explore core concepts such as customer experience, branding, pricing, SEO, social media, Google Ads, and content marketing, along with emerging trends that shape consumer behavior. The course emphasizes practical, real-world application; helping students understand what works, what doesn't, and how to choose the right strategies for their goals and budget. Designed for beginners and growing entrepreneurs, this course equips students to build effective marketing plans, avoid common mistakes, and measure the impact of their efforts with confidence.

What You Will Learn

By the end of this course, students will be able to:

- Understand the purpose and components of a marketing strategy
- Identify and define a clear target audience
- Develop a simple, compelling brand identity
- Create consistent messaging across platforms
- Understand the basics of content planning and visibility
- Recognize the role of storytelling in branding
- Build a beginner-friendly marketing strategy for a business or organization

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Course Materials

This course uses the textbook:
Marketing For Dummies

All assignments, practicum activities, and the final exam are based on the themes and skills taught in the book.

Included in Your Course Package

• MS101 Syllabus Checklist
• MS101 Practicum Resume Portfolio Guide
• MS101 Final Exam (with stamped return envelope)
• Textbook and Resume Portfolio Notebook mailed directly from Amazon
• Certificate (suitable for framing) mailed upon receiving a passing score of 70% or better

Practicum Summary (for Resume Portfolio)

Practicums are for you to keep and add to your Resume Portfolio. A Resume Portfolio is a simple, personal collection of real work that shows your skills, your experience, and the quality of what you can do. It gives employers a clear picture of your strengths in a professional, easy-to-understand way.

Students will complete hands-on activities in:

- Defining a target audience and brand message
- Creating a simple brand identity outline
- Drafting a basic marketing strategy
- Reviewing brand consistency across platforms
- Practicing storytelling and message clarity
- Creating a simple content plan
- Completing a marketing strategy & branding project summary

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Final Exam

The MS101 exam includes:

- Multiple-choice questions
- Short-answer questions
- Scenario-based application

Course Requirements

- Working knowledge of English
- Ability to complete written assignments
- Live within the United States
- Access to email for submitting coursework

Tuition

149.00 USD – Individual Course
Payment is made through Shopify.

After purchase, you will be able to immediately download the *Student Welcome & Instructions* PDF and follow the steps. Your course materials will be mailed once you complete the instructions in the PDF.

How to Enroll

Step 1: Download the Application
Visit the church college website to download the official application form.
Your application must be completed and received before your textbook and course materials will be delivered.

Step 2: Review the Full Catalog
The complete College Catalog is available on the college website.

Step 3: Submit Your Application

Mail your completed application to the college office. If you email your application, include **"Application"** in the subject line.

Your application must be received and processed before your textbook and course packets are mailed. (If you have not downloaded the application yet, it is available on the college website.)

Step 4: Purchase Your Course

Click here to purchase MS101 through Shopify, our secure online store.
Once purchased and your application is processed, your textbook and course packets will be mailed to you.

Policies

For all official policies including tuition, refund, and admissions requirements please refer to the College Catalog.